

| L Number | Hits | Search Text   | DB                 | Time stamp       |
|----------|------|---|--------------------|------------------|
| -        | 313  | 705/10.ccls.  | USPAT;<br>US-PGPUB | 2002/04/25 16:28 |
| -        | 2    | 705/10.ccls. and "marketing initiative"   | USPAT;<br>US-PGPUB | 2002/07/29 16:38 |
| -        | 148  | 705/10.ccls. and marketing  | USPAT;<br>US-PGPUB | 2001/08/16 08:54 |
| -        | 2892 | method and marketing and parameters   | USPAT;<br>US-PGPUB | 2001/08/15 14:31 |
| -        | 13   | ("3959624"   "4124109"   "4412631"  <br>"4554446"   "4674041"   "4723212"  <br>"4882675"   "4896791"   "5380991"  <br>"5388165"   "5459306"   "5515270"  <br>"5649114"   "3959624"   "4124109"  <br>"4412631"   "4554446"   "4674041"  <br>"4723212"   "4882675"   "4896791"  <br>"5380991"   "5388165"   "5459306"  <br>"5515270"   "5649114").PN.   | USPAT;<br>US-PGPUB | 2001/08/15 09:31 |
| -        | 10   | ("4658370"   "4866634"   "4916633"  <br>"4930071"   "5136523"   "5212650"  <br>"5267175"   "5315710"   "5325505"  <br>"5361353"   "4658370"   "4866634"  <br>"4916633"   "4930071"   "5136523"  <br>"5212650"   "5267175"   "5315710"  <br>"5325505"   "5361353").PN.   | USPAT;<br>US-PGPUB | 2001/08/15 09:59 |
| -        | 4    | sales and marketing adj initiative  | USPAT;<br>US-PGPUB | 2002/04/25 16:30 |
| -        | 83   | "marketing campaign"  | USPAT;<br>US-PGPUB | 2001/08/16 08:48 |
| -        | 370  | 705/14.ccls.  | USPAT;<br>US-PGPUB | 2001/08/15 13:53 |
| -        | 13   | ("3959624"   "4124109"   "4412631"  <br>"4554446"   "4674041"   "4723212"  <br>"4882675"   "4896791"   "5380991"  <br>"5388165"   "5459306"   "5515270"  <br>"5649114"   "3959624"   "4124109"  <br>"4412631"   "4554446"   "4674041"  <br>"4723212"   "4882675"   "4896791"  <br>"5380991"   "5388165"   "5459306"  <br>"5515270"   "5649114"   "3959624"  <br>"4124109"   "4412631"   "4554446"  <br>"4674041"   "4723212"   "4882675"  <br>"4896791"   "5380991"   "5388165"  <br>"5459306"   "5515270"   "5649114").PN. | USPAT;<br>US-PGPUB | 2001/08/15 14:21 |
| -        | 0    | "marketing program" adj method and<br>parameters and target   | USPAT;<br>US-PGPUB | 2001/08/15 14:32 |
| -        | 36   | "marketing program" and parameters and<br>target  | USPAT;<br>US-PGPUB | 2001/08/15 14:32 |
| -        | 9    | "marketing campaign" and travel   | USPAT;<br>US-PGPUB | 2001/08/16 08:49 |
| -        | 34   | 705/10.ccls. and marketing and travel   | USPAT;<br>US-PGPUB | 2001/08/16 08:54 |
| -        | 1    | "marketing initiative" and travel   | USPAT;<br>US-PGPUB | 2002/01/15 14:55 |
| -        | 1    | 5857175.pn.   | USPAT;<br>US-PGPUB | 2001/08/16 10:12 |
| -        | 3    | 705/10.ccls. and "marketing initiative"   | USPAT;<br>US-PGPUB | 2002/01/15 14:34 |
| -        | 0    | "marketing initiative" same ((past or<br>previous or earlier) with initiative)  | USPAT;<br>US-PGPUB | 2002/01/15 14:56 |
| -        | 6    | sales and marketing adj initiative  | USPAT;<br>US-PGPUB | 2002/01/15 15:09 |
| -        | 6    | (marketing adj (campaign or initiative or<br>offer)) same (history or historic\$4 or<br>past or previous or behavior or pattern)<br>same effect\$7 same (result or scale or<br>grade or level or impact)  | USPAT;<br>US-PGPUB | 2002/01/15 15:21 |

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|---|-----|--|--------------------|------------------|
| - | 0   | (marketing adj (campaign or initiative or offer)) same (history or historic\$4 or past or previous or behavior or pattern) same effect\$7 same (result or scale or grade or level or impact) same (new adj initiative)                         | USPAT;<br>US-PGPUB | 2002/01/15 15:28 |
| - | 0   | (marketing adj (campaign or initiative or offer)) same (history or historic\$4 or past or previous or behavior or pattern or old) same effect\$7 same (result or scale or grade or level or impact or measure) same (new adj initiative)       | USPAT;<br>US-PGPUB | 2002/01/15 15:32 |
| - | 0   | (marketing adj (campaign or initiative or offer)) same (history or historic\$4 or past or previous or behavior or pattern or old) and (effect\$7 same (result or scale or grade or level or impact or measure) same (new adj initiative))      | USPAT;<br>US-PGPUB | 2002/01/15 15:34 |
| - | 9   | (marketing adj (campaign or initiative or offer)) same (history or historic\$4 or past or previous or behavior or pattern or old) and (effect\$7 same (result or scale or grade or level or impact or measure) same new)                       | USPAT;<br>US-PGPUB | 2002/04/25 16:30 |
| - | 7   | (marketing adj (campaign or initiative or offer or incentive)) and ((history or historic\$4 or past or previous or behavior or pattern or old) same effect\$7 same (result or score or scale or grade or level or impact or measure) same new) | USPAT;<br>US-PGPUB | 2002/01/15 17:00 |
| - | 499 | 705/10.ccls.   | USPAT;<br>US-PGPUB | 2002/04/25 16:29 |
| - | 11  | (marketing adj (campaign or initiative or offer)) same (history or historic\$4 or past or previous or behavior or pattern or old) and (effect\$7 same (result or scale or grade or level or impact or measure) same new)                       | USPAT;<br>US-PGPUB | 2002/04/25 16:31 |
| - | 10  | sales and marketing adj initiative   | USPAT;<br>US-PGPUB | 2002/04/25 16:32 |
| - | 3   | 705/10.ccls. and "marketing initiative"  | USPAT              | 2002/07/29 16:44 |
| - | 0   | (marketing adj (initiative or campaign)) same statistic same (forecast\$3 or determin\$3) same effective\$4  | USPAT              | 2002/07/29 16:47 |
| - | 3   | (marketing adj (initiative or campaign)) and (statistic same (forecast\$3 or determin\$3) same effective\$4)   | USPAT              | 2002/07/29 17:10 |
| - | 9   | ("4670798"   "4849635"   "4912457"   "4984098"   "5027384"   "5117217"   "5485139"   "5532680"   "5604479").PN.  | USPAT              | 2002/07/29 16:56 |
| - | 2   | (marketing or advertisement) and (statistic same (forecast\$3 or determin\$3) same effective\$4 same (past or historic\$2))  | USPAT              | 2002/07/29 17:14 |
| - | 4   | (marketing or advertis\$5 or ad) and (statistic same (forecast\$3 or determin\$3) same effective\$4 same (past or historic\$2))  | USPAT              | 2002/07/29 17:16 |
| - | 0   | (marketing adj (initiative or campaign)) and (statistic same (forecast\$3 or determin\$3) same effective\$4 same (past or historic\$2))  | USPAT              | 2002/07/29 17:16 |
| - | 2   | marketing and (statistic same (forecast\$3 or determin\$3) same effective\$4 same (past or historic\$2))   | USPAT              | 2002/07/29 17:17 |
| - | 2   | (marketing same effective\$4 same (forecast\$3 or determin\$3)) and (statistic same (past or historic\$2))   | USPAT              | 2002/07/29 17:20 |
| - | 1   | ((marketing adj (initiative or campaign)) or advertis\$5) same effective\$4 same (forecast\$3 or determin\$3) and (statistic same (past or historic\$2))   | USPAT              | 2002/07/29 17:30 |

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| - | 2  | ((marketing or advertis\$5) same effective\$4 same (forecast\$3 or determin\$3)) and (statistic same (past or historic\$2))   | USPAT | 2002/07/29 17:31 |
| - | 16 | ((marketing or advertis\$5) same effective\$4) and (statistic same (past or historic\$2))   | USPAT | 2002/07/29 17:32 |
| - | 4  | (marketing or advertis\$5) same effective\$4 same statistic\$4 same (past or historic\$2)   | USPAT | 2002/07/29 17:35 |
| - | 15 | (marketing or advertis\$5) and (effective\$4 same statistic\$4 same (past or historic\$2))  | USPAT | 2002/07/29 17:39 |
| - | 4  | (marketing same campaign) and (effective\$4 same statistic\$4 same (past or historic\$2))   | USPAT | 2002/07/30 12:33 |
| - | 13 | ((marketing or advertising) same campaign) and (effective\$4 same statistic\$4 same (score or result))  | USPAT | 2002/07/30 12:41 |
| - | 9  | ((marketing or advertising) same (campaign or initiative or program)) and (effective\$4 same statistic\$4 same (score or rank or status))   | USPAT | 2002/07/30 12:51 |
| - | 8  | (marketing same (campaign or initiative or program)) and (effective\$4 same statistic\$4 same (result or status))   | USPAT | 2002/07/30 12:55 |
| - | 27 | ("4791281"   "4908761"   "5353218"   "5393965"   "5420409"   "5463214"   "5557721"   "5569902"   "5591956"   "5612527"   "5708782"   "5710886"   "5761648"   "5825006"   "5832457"   "5855007"   "5877485"   "5907830"   "5913542"   "5924080"   "5948061"   "5956694"   "5962829"   "6014634"   "6026370"   "6035280"   "6076068").PN. | USPAT | 2002/07/30 13:25 |